

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 EA-07 ISO-00 AID-05 CIAE-00 COME-00

FRB-03 INR-07 NSAE-00 USIA-06 TRSE-00 XMB-02 OPIC-03

SP-02 CIEP-01 LAB-04 SIL-01 OMB-01 NSC-05 SS-15

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R 020945Z MAR 76

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7345

INFO AMEMBASSY CANBERRA

AMEMBASSY LONDON

EC MISSION BRUSSELS 1725

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E.O. 11652: N/A

TAGS: ETRD, OVIP, JA

SUBJECT: MEETING WITH FORD MOTOR CO. EXECUTIVES

REF: (A) STATE 018870 (NOTAL), (B) STATE 031808 (NOTAL)

1. ON MARCH 1, GROUP OF FORD MOTOR CO. EXECUTIVES (REFTEL (A) LIST MINUS PEACOCK PLUS FORD JAPAN DIRECTOR RAMSEY) CALLED ON CHARGE TO EXPRESS FORD MOTOR CO.'S STRONG DISSATISFACTION WITH IMBALANCE IN U.S./JAPAN AUTOMOBILE TRADE. CALDWELL, ACTING AS SPOKESMAN FOR GROUP, STRONGLY ADVOCATED GREATER ATTENTION TO BILATERAL BALANCING OF TRADE BETWEEN U.S. AND JAPAN AND SAID AUTO AND AUTO COMPONENT IMPORTS BECOMING REAL PROBLEM IN FORD'S RELATIONSHIP WITH AUTO UNIONS.

2. THOUGH CALDWELL CONCEDED MARKET FOR AMERICAN-BUILT CARS IN JAPAN IS LIMITED, HE STATED GROSSLY INEQUITABLE JAPANESE AUTO STANDARDS AND IMPORT PROCEDURES REDUCE SALES POSSIBILITIES EVEN FURTHER. JAPANESE ARE VERY
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EFFECTIVE IN GETTING WHAT THEY WANT IN OTHER COUNTRIES

AND, HE SAID, U.S. SIDE SHOULD CONSIDER SIMILAR TACTICS
IN GETTING AMERICAN CARS INTO JAPAN.

3. IN REPLY, WE TOLD FORD EXECS OF INFORMAL DISCUSSIONS
EMBOFFS HAVE HAD WITH MOFA ON STANDARDS PROBLEM AND OF
PROPOSAL TO CONSULT (REFTEL B) WHICH WILL BE COMING
SHORTLY. FORD OFFICIALS HAD HEARD THAT SUCH INSTRUCTIONS
ARE EXPECTED AND DID NOT ASK US TO TAKE ANY
ADDITIONAL ACTION. CALDWELL ASKED IF WE FELT HE SHOULD
EXPLAIN TO JAPANESE OFFICIALS HIS POSITION ON THE
DISPARITY BETWEEN THE TREATMENT OF U.S. AND JAPANESE
AUTO IMPORTS. CHARGE ANSWERED THAT HE THOUGHT A FRANK
STATEMENT OF THAT KIND WOULD BE APPROPRIATE AND USEFUL.

4. ALTHOUGH FORD EXECS HAD HOPED MEET ITI AND
TRANSPORTATION MINISTERS RE AUTO TRADE PROBLEM, BOTH
HAD TO ATTEND DIET LOCKHEED HEARINGS MORNING MARCH 2,
ONLY TIME FORD EXECS HAD AVAILABLE. THROUGH MOFA,
HOWEVER, EMBASSY WAS ABLE SECURE APPOINTMENTS WITH MITI
INTL. TRADE POLICY BUREAU DEP. DIR. GEN. YOSHIKAWA AND
MOT ROAD TRANSPORT BUREAU DIR. GEN. TAKAHASHI. FORD
PROMISED KEEP US APPRISED RESULTS THESE MEETINGS.
SHOESMITH

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